

# Student Service Centre News

## College Moves Forward To Transform Service Delivery

Dear Faculty and Staff,

Welcome to the start of the new semester. We have exciting news for you!

The new Student Service Centres at George Brown College are now open!

These "one-stop service shops" are the result of extensive input from staff and students about how to improve services at the college.

A new, specially-trained, Information Specialist Team will be the front line workers at the new centres. The Information Specialists will be the first point of contact for information and procedures and will provide references and referrals for George Brown students and help students with most routine transactions.

At both campuses, main service functions will be centralized and the goal is to serve students at one location whenever possible. We need and appreciate your continued feedback and input as we all embark on this new way of delivering service to our students.



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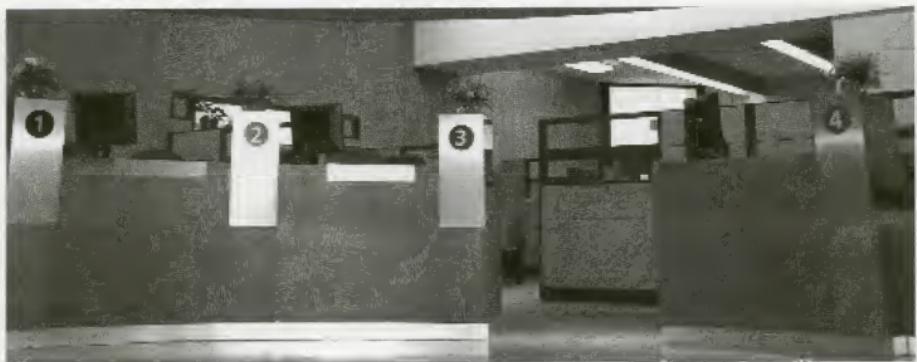
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## It's Clear We're Changing One-Stop Service Counters

### One Day Snapshot of Service

	One day snapshot taken Sept. 7 8:00 a.m. to 7:00 p.m.	One day snapshot taken Sept. 7 12:00 p.m. to Sept. 8 12:00 p.m.
St. James Campus	Casa Loma Campus	
TOTAL SERVED	1,448 (including OSAP)	442 (excluding OSAP)
AVERAGE WAIT TIME	28:42 minutes	16:32 minutes
AVERAGE TRANSACTION TIME	4:06 minutes	5:36 minutes

## Training Information Specialists

Most of the Information Specialist Team first came together in the last week of May. The plan for training included: team-building activities; quality customer service training; an intensive focus on Banner and financial assistance transactions to ensure quick, smooth service delivery when the counters open; a broad-based overview of course offerings, programs, services, processes and policies and job shadowing in the areas of Registration, OSAP, Admissions and the Call Centre to prepare the staff for the new front counter duties that the Student Service Centres will require.

Other aspects of training included workshops from service areas and departments throughout the college, and service situational training that employed a range of techniques such as role-playing, Appreciative Inquiry, Personality Dimensions and various team-building exercises.

John Price kicked off the training with an Appreciative Inquiry workshop to help the Info Specialists get to know one another and explore the meaning of good customer service.

Other workshops followed in both team building and skill training:

- **TACCom**

a company which uses actors to work on simulations and explore effective communication.

- **Personality Dimensions**

Kim Vance and Diane Moore of Student Affairs came in to facilitate this workshop which looked at four personality types and some of their approaches to communication.

- **Conflict Mediation**

Kathi Lees of Community Services came in to teach us how to recognize the stages of anger someone may experience and how to diffuse a potentially volatile situation.

The opening of the St. James Student Service Centre on August 6th, and the Casa Loma Student Service Centre on August 11th, set the stage for a new culture of service excellence at George Brown. With all hands on board in preparation for the openings, both open houses were very successful events. With a steady flow of visitors like Anne Sado, Eugene Harrigan, Michael Cooke, Yves Herbert and various George Brown College administrators, faculty, and support staff, and new and returning George Brown students, the Student Service Centre Team had the opportunity to give tours and answer questions about the new facilities and all the services they would be offering there.

- **Deaf and Disabilities Services**

Karen Walker from Deaf, Deafened and Hard of Hearing Services and Olga Doss from Disability Services came to fill us in on the services available to students with special needs and/or challenges. As well we learned about some communication barriers to be aware of and sensitive to.

- **Human Rights**

Dale Hall and Jennet Cox facilitated a workshop on Human Rights, some of the situations our students face and the process for taking action on incidents of discrimination or harassment.

- **Safety and Security**

Hugh Colquhoun and Stacey Andrews facilitated a workshop on the ins and outs of safety and security procedure and processes.

- **The Access Centre**



ALECIA LIN



BETH LEGAULT



DEBBIE CORNWALL



DELIAH JACKSON



GLENN WALSH



GIANCARLO GROSSI



MARK GRANT



MICHELLE LYNCH



SHEEMENA JADAVJI



PRISCILLA HERNANDEZ



RUTH SKINNER



SEHYMUS YIGIT

## Who We Are, An Introduction to Our Team

Handpicked from as far west as Alberta and as far east as Turkey, George Brown College's new Information Specialist Team brings with them to the Student Service Centres everything from 78 years of combined George Brown employment experience in Registration, OSAP, Admissions, Continuing Education and the Call Centre to a great sense of humour.

The Student Service Centre is most likely a place you will become increasingly familiar with. Info Specialists are there to dispense information and complete transactions in the areas of Registration, OSAP, Admissions, and general inquiries but if you are lucky, you may also learn a thing or two about wines, travelling, opera, business strategies, shopping, or the Lord of the Rings.

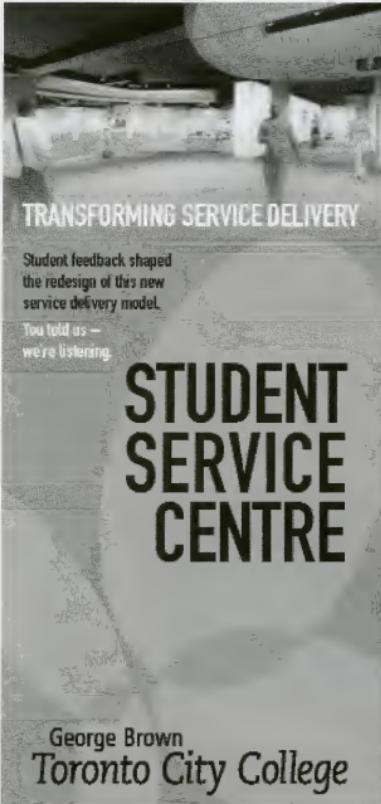
The Info Specialists' interests are just as diverse as the information they are responsible for providing, and they are a true representation of the George Brown College community. Among the Information Specialist Team, there is a trained photographer, a visual artist, a singer, many avid readers, and a number of George Brown College graduates. With such a textured background and depth of experience, they are definitely worth waiting in line to meet!!!

P.S. Make sure you take a number.



JANE DIETRICH

*The Information Specialist Team at some of their favourite Toronto locations.*



# EXPERIENCE THE DIFFERENCE! STUDENT SERVICE CENTRES

## TRANSFORMING SERVICE DELIVERY

Student feedback shaped  
the redesign of this new  
service delivery model.

You told us —  
we're listening.

# STUDENT SERVICE CENTRE

George Brown  
Toronto City College

### ONE-STOP-SERVICE-SHOPS

NEW TEAM • NEW FACILITIES • AT ST. JAMES & CASA LOMA

### VISIT THE NEW STUDENT SERVICES CENTRES!

#### WHERE

##### CASA LOMA

160 KENYON AVENUE  
3rd FLOOR, BUILDING C  
(Registration and Financial  
Availability Areas)

##### ST. JAMES

200 KING STREET EAST  
Lower Level (Under the arched  
walkway)

#### WHEN

MONDAY to THURSDAY 8:30 AM to 7:00 PM  
FRIDAY 8:30 AM to 5:00 PM

#### WHAT WE CAN HELP YOU WITH

##### • Student Learning Support Services (Academic, English, Math, etc.)

- Academic Counselling
- Financial Aid Information
- Tuition Payments
- Library Services (including multimedia)
- Bookstore Services
- Health Services
- Dining Services, Accommodation and Purchasing
- Career Services
- University Relations (Admission, Program Selection, etc.)
- Student Information Services
- Cultural & Community Activities

##### REFERRALS TO:

- Student Psychological Services
- Ministry of Training, Education and Sport
- Academic Advisors
- Academic Department Offices
- Adult Learning
- Arriving Students Orientation & Transition
- Student Financial
- Student Affairs
- Financial Affairs Office
- Admission & Orientation
- Student Accessibility
- Access to Learning
- Employment Opportunities
- Employment Services

# CityCollegeNews

A newsletter for staff, faculty and alumni of George Brown College

SEPTEMBER 24, 2004 VOL. 22 NO. 1

## President kicks off new year with powerful pep talk

In preparation for one of the busiest times of the school year — the beginning — our college president, Anne Sado, brought everyone, including staff, faculty and admin, together for the First Annual President's Kickoff Breakfast and Luncheon.

"As we prepare for over 12,000 full-time and even more Continuing Education students to arrive in September, I thought it was necessary that we come together, as one group, as one college, as one college community," she said to the breakfast- and luncheon crowds seated in the lower level of Building E at the Casa Loma campus on Aug. 30.

The event began with a light-hearted, entertaining look at life at George Brown College presented by Montreal-based communications group TACcom.

Three actors/musicians from TACcom presented several satirical "previews" of television shows that would all air on our very own (fictitious) network, George Brown TV. In each skit, they incorporated messages about the college's services, programs, partnerships and issues in an interesting, captivating and humourous way.

Following TACcom's presentation, Sado launched into an inspiring pep talk packed with important messages.

The first was an approach which she called "the Power of One."

"All of us must come together as one to make George Brown the college of choice," she said before listing five reasons why we should be proud of the foundation our school is built upon.

Though we have much to be confident about, there is still room to grow and improve, Sado said. And the best way to do this is by helping each other and acting as one.

To illustrate her point, she used the example of how geese make their way south for the winter — in a V-formation. They do this to make it easier for the entire flock to complete the long journey; in fact, they can cover at least 71 per cent more distance in this



Paul Gibson (left) does an impression of Chef John Higgins as he and Yashmin Dawdukt talk recipes for success at George Brown College. The two TACcom actors were joined by Mark Kersey who provided the music and boomerang television announcer voice.

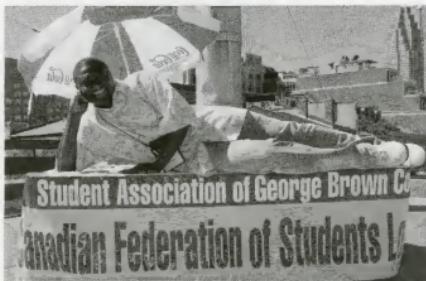
formation than on their own, Sado emphasized. They also show encouragement to the geese who form the tip of the V, take turns leading the flock and stop to help those who grow tired or fall ill.

(continued on page 2)

### Snapshots of Orientation 2004

(Left) Nathaniel Howell gets comfortable at the Student Association booth during Orientation 2004.

(Right) Chef Ian Gallacher welcomes new students to George Brown College.



**INSIDE:** Special sections on the Academic Strategy and the new Student Service Centres

# Premier's Award Nominations needed

What do Paul Rowan, Christine Cushing, Dr. Reg Murphy, Jamie Kennedy and Kevin King all have in common?

For starters, they all graduated from George Brown College. They all enjoy successful careers and play important roles in our economy and communities. And they all have been recognized as Premier's Awards nominees.

There are hundreds of other George Brown grads throughout the city, the province, the country and the world who are just like them — enjoying rewarding careers and making a difference in somebody's life.

We just need to find them.

"The Alumni Affairs office is working to get in touch with some great grads to nominate for this year's Premier's Awards but we need the college's help," said Mary Kennard, manager of Alumni Affairs. "The Deans, program co-ordinators, faculty members and other college staff are instrumental in this process because they keep in

contact with stellar students who have gone on to do amazing work."

The Premier's Awards, established in 1992 by the Ontario government to recognize the contribution that college graduates make to the province, are announced at a reception during the annual ACAATO conference which George Brown College is hosting in February 2005.

"Since we are hosting the awards this year, it is even more important that we nominate some winning graduates," said Kennard.

Past winners include Paul Rowan, co-founder of Umbra Ltd.; Dr. Anthony Brissett, an instructor at the world-renowned Mayo Clinic in Rochester, Minnesota; and Kevin King, a recent graduate and local youth advocate.

Each Ontario college submits nominations for awards in six categories — Applied Arts: Creative Arts and Design, Applied Arts: Community Services, Business, Health Sciences, Technology and New Graduate.

A nominee must be a graduate of an Ontario college and demonstrate exemplary career success and a significant contribution to society.

If you would like to nominate a GBC graduate for a Premier's Award, consider the following: is their career success related to their area of study at the college; have they received professional or peer recognition; are they actively involved in volunteer work and have they acted in a generous, kind or self-sacrificing way without expectation of reward?

If the answer is yes to these questions, then we could have a winner.

Nomination forms can be found online at [www.georgebrown.ca/saffairs/alumniaffairs/awards.html](http://www.georgebrown.ca/saffairs/alumniaffairs/awards.html). For more details on selection guidelines, go to <http://insite.alumni>.

For more information, contact Mary Kennard at (416) 415-5000, ext. 2106 or [mkennard@gbrown.on.ca](mailto:mkennard@gbrown.on.ca).

## President's Kickoff Breakfast and Luncheon

(continued from page 1)

With this image now in her audience's mind, she went on to outline five goals that the college should strive for by harnessing the Power of One:

- 1) Strive to be the number one choice for students
- 2) Strive to be the number one choice for employers
- 3) Form stronger partnerships within our college so that we work as one rather than separate departments
- 4) Come together as one college system
- 5) Come together around one customer — our students

"This ability to embrace the larger vision is tough. It's much easier to focus on our own projects, our own classes and our own departments," Sado said. "Let's come together and fly in the V-formation as we build on the strengths of our college."

Being an engineer, Sado has worked out the perfect equation to achieve this:  $V$  (as in the formation) + 1 (as in the Power of One) =  $VI$  (as in our six key initiatives).

"I'm delighted to tell you about six key initiatives we're implementing that I believe we have the potential to demonstrate our commitment to the Power of One."

- 1) The Academic Strategy "which reflects our commitment to one set of standards"
- 2) The Student Life Cycle effort: "which will support us in providing one-stop shopping for our students"
- 3) The drive to improve KPI's, particularly in the area of Student Satisfaction
- 4) The integration of immigrants into the Canadian workplace
- 5) The Health Sciences Positioning Project which "is shaped by a powerful vision: developing an innovative approach to health-care education that ensures collaboration between professions with a focus on the patient"
- 6) One name which is still George Brown College with The Toronto City College as our current positioning statement

"As names and positioning statements continue to evolve, we'll keep you updated," said Sado. "Any centre or school will be identified — in a common way — with the name of the college. This type of standardization will help us position ourselves more effectively as ONE college."

To conclude her talk, Sado encouraged all staff and faculty to support the six key initiatives, start initiatives of their own, forge working partnerships with each other and take advantage of our many strengths and resources.



Anne Sado delivers her kickoff speech to the college on August 30.

"One vision, one purpose, one college, in one system. These are principles we must take to heart," she said. "By embracing this strategy — which I call the Power of One — we will make George Brown College THE college of choice."

# New faces @ George Brown

As we welcome a new school year, we also welcome some new faces to the college. Introducing...

## Karen Thomson, Vice-President, Marketing

Karen Thomson comes to George Brown College with more than 16 years of experience in marketing, specifically brand development, business development planning, strategic change management, corporate partnerships and developing media strategies.

She worked at YTV Canada Inc. as a Director of Marketing, with Baton Broadcasting Inc. (CTV) and in several executive positions in the advertising industry. More recently, she has provided consulting services to the Canadian Cancer Society, Threshold Technologies and Corus Entertainment.

Thomson will provide leadership to the marketing department in promoting the college's vision, programs and services to prospective students, industry partners and staff and faculty.

"I am looking forward to sharing with the rest of the world the great discoveries I am



*Karen Thomson, the new VP of Marketing, started at the college on July 19.*



making at George Brown College — there is so much to celebrate," Thomson said. "I can't wait for the opportunity to share it with the rest of the city."

## Jeannine Pharand-Theyer, Dining Room and Event Manager

Jeannine Pharand-Theyer, the new Dining Room and Event Manager at George Brown, has worked at some of the best hotels in the industry. Her previous experience includes Catering Event Planner at Le Meridien Hotel in Montreal, Food and Beverage Administrative Assistant at both the Sutton Place and the Four Seasons hotels and most recently Assistant Director of Catering at the Four Seasons. Pharand-Theyer officially joins the college on Sept. 27.

## The 2004 Student Recruitment Team

Shown above (top left to bottom right): Cindy Fong, Cynthia McDonagh, Ilan Zor, Rogel Dulos and Dayna Murray will be visiting high schools across the province for the next four months to spread the good word about George Brown College to potential students, while Rosa Duran holds down the fort in the Marketing and Communications department at St. James campus. The recruitment crew, under the leadership of manager Rosalie Starkey, recently completed an intensive training program so they are well-versed in all things George Brown when they hit the road. Best wishes for a safe and successful recruitment season!

## Scotiabank makes back-to-school donation

At their orientation session on Sept. 1, new and returning business students enjoyed an end-of-summer barbecue, the great outdoors on the rooftop patio at St. James campus and a \$250,000 donation from Scotiabank to the college's Centre for Financial Services. Mike Henry (left), North Toronto District Vice-President, personally delivered the cheque and said a few words to the students. "The money is for them (the students)," said Henry who wanted to make the cheque presentation a major part of the students' orientation day. "I'm not here as a big bank but as part of the community." Anne Sado (right), college president, accepted the donation, calling Scotiabank the college's "strongest supporter to date."



Although summer is typically quiet around the college, some interesting and exciting events took place for staff and faculty this year. About 25 faculty members spent three days on the **George Brown College**

**Faculty Retreat** held at the Geneva Park conference facility. From June 7 to 9, they reacquainted themselves with old colleagues and got to know new faculty members. The theme of this year's retreat, sponsored by **Staff Development**, was Teaching and Learning and Making Connections. They shared suggestions, strategies and resources



Rosalind Gilbert, Charene Wood, Linda Bamber and James Voulakos gather round to share strategies for better teaching during the faculty retreat at Geneva Park.

all related to teaching and the challenges they face. Topics included classroom management, best practices in teaching, ethical issues, evaluating large groups and how teachers can remain connected to each other during busy teaching times.

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In another event sponsored by **Staff Development**, GBC staff got to be playwrights and directors during a 90-minute interactive presentation by TACCom, an international communications company from Montreal. A number of common work scenarios were presented in which negative behaviour resulted in difficult workplace relationships. The participants guided and directed the TACCom actors to change their attitudes and behaviour so that the conflicts were resolved and workplace peace was restored. A lively discussion on successful interaction at work followed TACCom's presentation.

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On August 22, George Brown's **Yorkville School of Makeup and Esthetics** opened its doors to the clients of the Red Door Shelter for a full day of pampering on the

house. Red Door provides emergency housing to individuals and families in need of refuge from domestic violence. Eleven residences of the shelter were treated to mani-pedis, pedicures, hairstyling and makeovers as well as a catered lunch by Pusateri's. Donald Mowat, an L.A.-based makeup artist and Yorkville school instructor, came up with the idea and contacted the shelter's program manager to see if they were interested in participating, said Sheldon Hargrove, the Yorkville school's program co-ordinator. Five makeup school students were chosen to work alongside seven celebrity stylists for the day, said Hargrove. "They were really grateful for the opportunity to work with these celebrity stylists and also to volunteer their time." MAC Cosmetics, Colour Me Beautiful and AG Hair generously donated products for the Red Door participants to take away with them. "A lot of the women were surprised that an establishment in Yorkville would care so much about their lives and their situations," said Hargrove. The school is looking to get involved with more community events as the year goes on, he added.

## UPCOMING EVENTS

### Rev up with Recreation

Start the new school year off on the right foot — join the jogging club or take part in aerobics classes. Athletics and Recreation is offering a wide range of activities from aerobics to dance classes and yoga to mountain biking. Check the Athletics and Recreation website at <http://athletics.gbrownnc.on.ca> or the posters around campus for more information.

### Hearing Tests

Mondays, September to December  
(9 a.m. to noon)

College staff, faculty, students and family members can have their hearing tested by third-year Hearing Instrument Specialist students under the supervision of audiologist Cara Jelenik. To make an appointment, please contact Pamela Ashton at (416) 415-5000, ext. 3706 or [pashton@gbrownnc.on.ca](mailto:pashton@gbrownnc.on.ca).

### United Way Campaign

The annual United Way Campaign is now underway until Nov. 26. Check the Intranet at <http://insite> and our website for information on events happening throughout the college.

### Premier's Awards nominations

The Alumni Affairs office is now gathering names of great George Brown grads to nominate for this year's Premier's Awards, which the college is hosting in February 2005. Staff, faculty and administration are being asked to participate by nominating a successful graduate by Sept. 24. For more information, please go to [www.georgebrown.ca/saffairs/alumniaffairs/awards.html](http://www.georgebrown.ca/saffairs/alumniaffairs/awards.html) or contact Mary Kennard at (416) 415-5000, ext. 2106.

### International Education Day

October 20 (2 p.m.)  
Last year Stephen Lewis, UN Special Envoy for HIV/AIDS in Africa, captured our attention and inspired us to support his very worthy cause. Mr. Lewis is returning to George Brown College in celebration of International Education Day. Staff are encouraged to help out by  
 1) bringing 5 to 10 students to the event;  
 2) spreading the word about Mr. Lewis' talk and/or  
 3) volunteering on one of the planning committees. If you would like to help out in any way, contact John Porter at (416) 415-5000, ext. 2122 or [jporter@gbrownnc.on.ca](mailto:jporter@gbrownnc.on.ca).

### Mental Health in the City:

#### Urban Innovations

October 27 (8 a.m. to 4:30 p.m.)  
Since it began in 1992, World Mental Health Day has become widely recognized as an opportunity for governmental departments, organizations and committed individuals to focus on aspects of mental health. To celebrate this day, the Access Centre is hosting an all-day forum called Mental Health in the City where Lieutenant General Roméo Dallaire will be attending as the special guest speaker. For more information, please visit [www.georgebrown.ca/mentalhealthinthecity](http://www.georgebrown.ca/mentalhealthinthecity).

### The Knorr Ready, Set, Cook and Win Competition

Oct. 28, 2004 (all-day)  
This popular culinary event is back for a fourth year as teams from high schools across the GTA will once again be facing off in the Chef School kitchens.